THE CHANCELLOR RECOMMENDS:

that the Board of Trustees authorizes the Chair to execute an agreement with Walking Shadows Productions, Inc. to provide television commercial production services for the District for the period commencing no sooner than April 9, 2015 through June 30, 2015, at a total cost not to exceed $142,225, with an option to renew for an additional six month period.

VENDOR: Walking Shadows Productions, Inc.
8770 West Bryn Mawr Avenue
Triangle Plaza - West Tower, Suite 1300
Chicago, Illinois 60631

USER: District Wide

TERM:
The term of the agreement shall commence no sooner than April 9, 2015 and will continue through June 30, 2015.

SCOPE OF SERVICES:
Walking Shadows Productions, Inc. proposes an aggressive and content-packed shoot schedule to showcase each of the seven City Colleges of Chicago campuses, select students, faculty and students taking part in key partnerships. The goal of this spot will show the results driven education received at CCC. The core focus of the selected footage will show variety, opportunities, and the goal at the end of education – a career. The footage shot at all of the locations will be edited to create the TV spots and donuts. All dailies and raw footage will be stored and archived at Walking Shadows Productions office for future edits for City Colleges of Chicago.

Utilizing the footage captured on the shoot days listed below Walking Shadows Productions will also create seven additional videos for online and social marketing use. Each school will be highlighted in its’ own individual video, showing that City Colleges of Chicago’s courses equip students with successful tools for their career. Seven stories will be crafted using interviews,
voiceover and graphics to provide a narrative – courses at CCC provide quality education and partnership opportunities, which in turn, lead to a career.
Walking Shadows Productions proposes fourteen (14) shoot days to capture the following footage:

Full day shoots at each of the 7 City Colleges of Chicago Campuses [7 shoot days total]:

- **Harold Washington**, 30 East Lake Street, Chicago, IL 60601
- **Harry S Truman**, 1145 West Wilson Avenue, Chicago, IL 60640
- **Kennedy-King**, 6301 South Halsted Street, Chicago, IL 60621
- **Malcolm X**, 1900 West Van Buren Street, Chicago, IL 60612
- **Olive-Harvey**, 10001 South Woodlawn Avenue, Chicago, IL 60628
- **Richard J. Daley**, 7500 South Pulaski Road, Chicago, IL 60652
- **Wilbur Wright**, 4300 North Narragansett Avenue, Chicago, IL 60634

Full day shoots at seven (7) selected partnerships - facility, student interviews, and partnership interviews. [7 shoot days total – 1 full shoot day per partnership].

Each partnership filmed would be affiliated with a different school. Every school will be shown with a correlating partnership opportunity. Walking Shadows Productions proposes a robust edit schedule allowing for 3 rounds of client changes.

**BENEFIT TO CITY COLLEGES OF CHICAGO:**
The Office of Institutional Advancement has reviewed this request for service and has determined that it would be in the best interest of the District to work with Walking Shadows Productions, Inc. to pre-produce, produce and edit one (1) TV spot and seven (7) donuts with a running time of :30 each. The donuts requested will include space for sponsorship, partnership or local messaging at the end. City Colleges of Chicago has also requested that the vendor produce and edit seven (7) College to Careers videos (one for each school) for online / social marketing purposes.

**VENDOR SELECTION CRITERIA:**
Pursuant to Board Report #29816, the Board approved the use of the Illinois Public Higher Education Purchasing Cooperative purchasing consortium of which Northeastern Illinois University is participating school in the consortium. Pursuant to State Law, purchase of goods and services from another governmental agency is exempt from the District’s competitive bidding requirements.

**MBE/WBE COMPLIANCE:**
The Office of MBE/WBE Compliance has reviewed the proposed agreement and recommends a waiver of the Board Approved Participation Plan due to the nature of the services ("professional production services") and the absence of subcontracting opportunities.
GENERAL CONDITIONS:
Inspector General – It shall be the duty of each party to the agreement to cooperate with the Inspector General for City Colleges of Chicago in any investigation conducted pursuant to the Inspector General’s authority under Article 2, Section 2.7.4(b) of the Board Bylaws.

Ethics – It shall be the duty of each party to the agreement to comply with the applicable provisions of the Board’s Ethics Policy adopted January 7, 1993, and as amended by the Board.

Contingent Liability – Pursuant to Section 7-14 of the Illinois Public Community College Act, all agreements authorized herein shall contain a clause that any expenditure beyond the current fiscal year is subject to appropriation in the subsequent fiscal year.

FINANCIAL:
Total: $142,225
Charge to: District Wide
Source of Funds: Education
FY15: 547100-00003-0019011-83000

Respectfully submitted,

Cheryl L. Hyman
Chancellor

April 9, 2015 - Office of Institutional Advancement